

S/N 09/852,229

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| Applicant: | Michael Cristofalo et al. | Examiner: | Mushfikh Alam |
| Serial No.: | 09/852,229 | Group Art Unit: | 2623 |
| Filed: | May 8, 2001 | Docket No.: | 2050.065US1 |
| Customer No.: | 44367 | Confirmation No.: | 4955 |
| Title: | TECHNIQUE FOR OPTIMIZING THE DELIVERY OF ADVERTISEMENTS AND OTHER PROGRAMMING SEGMENTS BY MAKING BANDWIDTH TRADEOFFS | | |

AMENDMENT & RESPONSE UNDER 37 C.F.R. § 1.111

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

In response to the Office Action dated May 29, 2008, please amend the application as follows:

This response is accompanied by a Petition, as well as the appropriate fee, to obtain a two-month extension of the period for responding to the Office action, thereby moving the deadline for response from August 29, 2008 to October 29, 2008.